

WHAT IS CLAIMED IS:

1. A method of broadcasting programs, executed by a
broadcasting unit in a broadcasting system, said
broadcasting system also including at least one receiving
5 unit of a listener, the method comprising the steps of:
extracting an object that has been displayed onto the
display screen of a program from the program information
about programs;
generating the relevant information about the
10 extracted object;
generating sync information to be used for
synchronizing the program information with the relevant
information; and
transmitting the program information, relevant
15 information, and sync information to said receiving unit.
2. The method according to claim 1, wherein the sync
information includes the information about the time at which
the object is displayed or the frames that contain the object,
20 and the information about the display position at which the
object is displayed.
3. The method according to claim 1, wherein the relevant
information is the advertisement information about
25 advertisement of the object.

4. The method according to claim 1, wherein the relevant information is the auction information about auction of the object, and the method further comprising the steps of:

receiving purchase values of the object to be auctioned

5 from said receiving unit; and

transmitting the highest value among the received purchase values.

5. The method according to claim 4, further comprising

10 the steps of:

deciding the listener transmitting the highest price as a successful bidder of the object when broadcasting of the program information is completed; and

transmitting information about the successful bidder
15 to the receiving unit.

6. A method of broadcasting programs, executed by a
broadcasting unit in a broadcasting system, said
broadcasting system also including at least one receiving
20 unit of a listener, the method comprising the steps of:

extracting an object displayed onto the display screen
of a program from the program information about programs;

generating the sponsor-recruiting information for recruiting a sponsor for the extracted object; and

25 transmitting the program information and the

Table 1. Continued	
1997-1998	1998-1999
1999-2000	2000-2001
2001-2002	2002-2003
2003-2004	2004-2005
2005-2006	2006-2007
2007-2008	2008-2009
2009-2010	2010-2011
2011-2012	2012-2013
2013-2014	2014-2015
2015-2016	2016-2017
2017-2018	2018-2019
2019-2020	2020-2021
2021-2022	2022-2023
2023-2024	2024-2025
2025-2026	2026-2027
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2033-2034	2034-2035
2035-2036	2036-2037
2037-2038	2038-2039
2039-2040	2040-2041
2041-2042	2042-2043
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2089-2090	2090-2091
2091-2092	2092-2093
2093-2094	2094-2095
2095-2096	2096-2097
2097-2098	2098-2099
2099-2100	2100-2101
2101-2102	2102-2103
2103-2104	2104-2105
2105-2106	2106-2107
2107-2108	2108-2109
2109-2110	2110-2111
2111-2112	2112-2113
2113-2114	2114-2115
2115-2116	2116-2117
2117-2118	2118-2119
2119-2120	2120-2121
2121-2122	2122-2123
2123-2124	2124-2125
2125-2126	2126-2127
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2129-2130	2130-2131
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2135-2136	2136-2137
2137-2138	2138-2139
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2141-2142	2142-2143
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2145-2146	2146-2147
2147-2148	2148-2149
2149-2150	2150-2151
2151-2152	2152-2153
2153-2154	2154-2155
2155-2156	2156-2157
2157-2158	2158-2159
2159-2160	2160-2161
2161-2162	2162-2163
2163-2164	2164-2165
2165-2166	2166-2167
2167-2168	2168-2169
2169-2170	2170-2171
2171-2172	2172-2173
2173-2174	2174-2175
2175-2176	2176-2177
2177-2178	2178-2179
2179-2180	2180-2181
2181-2182	2182-2183
2183-2184	2184-2185
2185-2186	2186-2187
2187-2188	2188-2189
2189-2190	2190-2191
2191-2192	2192-2193
2193-2194	2194-2195
2195-2196	2196-2197
2197-2198	2198-2199
2199-2200	2200-2201
2201-2202	2202-2203
2203-2204	2204-2205
2205-2206	2206-2207
2207-2208	2208-2209
2209-2210	2210-2211
2211-2212	2212-2213
2213-2214	2214-2215
2215-2216	2216-2

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sponsor-recruiting information to said receiving unit.

7. A method of receiving programs, broadcast by a
broadcasting unit, by a receiving unit of a listener, the
5 method comprising the steps of:

receiving the program information about a program to
be broadcasted, relevant information about an object
displayed onto the display screen of the program, and sync
information for synchronizing the program information with
10 the relevant information from said broadcasting unit;

storing the received program information, relevant
information, and sync information; and

synchronously outputting the program information and
relevant information in accordance with the stored sync
15 information.

8. A method of receiving programs, broadcast by a
broadcasting unit, by a receiving unit of a listener, the
method comprising the steps of:

20 receiving the program information about a program to
be broadcasted and sponsor-recruiting information for
recruiting a sponsor for an object displayed onto the display
screen of the program;

storing the program information and
25 sponsor-recruiting information;

outputting the stored program information and
sponsor-recruiting information; and

transmitting sponsor-designating information for
designating that the sponsor becomes a sponsor for the object
5 to said broadcasting unit.

9. A computer program that contains instructions which
when executed realizes a method of broadcasting programs
on a broadcasting unit in a broadcasting system, said
10 broadcasting system also including at least one receiving
unit of a listener, the computer program making said
broadcasting unit realize the steps of:

extracting an object that has been displayed onto the
display screen of a program from the program information
15 about programs;

generating the relevant information about the
extracted object;

generating sync information to be used for
synchronizing the program information with the relevant
20 information; and

transmitting the program information, relevant
information, and sync information to said receiving unit.

10. A computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the computer program making said broadcasting unit realize the steps of:

extracting an object that has been displayed onto the display screen of a program from the program information about programs;

10 generating a sponsor-recruiting information for
recruiting a sponsor for the extracted object; and

transmitting the program information and sponsor-recruiting information to said receiving unit.

11. A computer-readable recording medium which stores a computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the computer program making said broadcasting unit realize the steps of:

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    extracting an object that has been displayed onto the
display screen of a program from the program information
about programs;

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25 generating the relevant information about the

extracted object;

generating sync information to be used for
synchronizing the program information with the relevant
information; and

5 transmitting the program information, relevant
information, and sync information to said receiving unit.

12. A computer-readable recording medium which stores a
computer program that contains instructions which when
10 executed realizes a method of broadcasting programs on a
broadcasting unit in a broadcasting system, said
broadcasting system also including at least one receiving
unit of a listener, the computer program making said
broadcasting unit realize the steps of:

15 extracting an object that has been displayed onto the
display screen of a program from the program information
about programs;

generating the relevant information about the
extracted object;

20 generating sync information to be used for
synchronizing the program information with the relevant
information; and

transmitting the program information, relevant
information, and sync information to said receiving unit.

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13. A broadcasting unit that broadcasts a program to at least one receiving unit of a listener, said broadcasting unit comprising:

an object extraction unit which extracts an object displayed onto a display screen of a program to be broadcasted from the program information about programs;

a relevant-information generation unit which generates the relevant information about the object extracted by said object extraction unit;

a sync-information generation unit which generates the sync information for synchronizing the program information with the relevant information; and

a transmission unit which transmits the program information, relevant information, and sync information to the receiving unit.

14. A broadcasting unit that broadcasts a program to at least one receiving unit of a listener, said broadcasting unit comprising:

an object extraction unit which extracts an object displayed onto the display screen of a program to be broadcasted from the program information about programs;

a sponsor-recruiting-information generation unit which generates the sponsor-recruiting information for recruiting a sponsor for the object extracted by said object

extraction unit;

a transmission unit which transmits the program information and sponsor-recruiting information to the receiving unit; and

5 a sponsor-designating-information receiver which receives the sponsor-designating information for designating that the sponsor becomes a sponsor for the object from said receiving unit.

10 15. A receiving unit of a listener that receives programs, broadcast by a broadcasting unit, said receiving unit comprising:

an information receiving unit which receives the sync information for synchronizing the program information about
15 a program to be broadcasted, relevant information about an object displayed onto the display screen of the program, and sync information for synchronizing the program information with the relevant information;

a storage unit which stores the program information,
20 relevant information, and sync information received by said information receiving unit; and

an output unit which synchronously outputs the program information and relevant information in accordance with the sync information stored by said storage unit.

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16. A receiving unit of a listener that receives programs, broadcast by a broadcasting unit, said receiving unit comprising:

5 a storage unit which receives the program information about a program to be broadcasted and the sponsor-recruiting information for recruiting a sponsor for an object displayed onto the display screen of the program from said broadcasting unit and stores the received information;

10 an output unit which outputs the program information and sponsor-recruiting information stored by said storage unit; and

15 a sponsor-designating-information transmission unit which transmits the sponsor-designating information for designating that the sponsor becomes a sponsor for the object to said broadcasting unit.

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